

ORDER

**KSNV**

Orders

Order / Rev: 108034

Alt Order #: 06865501

Product Desc: Issue

Estimate: 2155

Flight Dates: 10/28/12 - 11/05/12

Original Date / Rev: 10/19/12 / 10/19/12

Order Type: GENERAL

Primary AE: Amy McCreary

Sales Office: BLPHI

Sales Region: National

Agency

Name: Waterfront Strategies

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Majority PAC

Demographic: A35+

Product Codes: PLI2

Priority: SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation: 00:05:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	1	\$2,400.00	\$2,040.00
10/29/12	11/05/12	62	\$135,600.00	\$115,260.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$2,400.00	\$2,040.00	0.00
November 2012	62	\$135,600.00	\$115,260.00	0.00
Totals	63	\$138,000.00	\$117,300.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	26%	\$138,000.00
Market	100%	\$530,769.23

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$138,000.00
KLVB	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	26%	\$138,000.00
KTUD	1%	\$5,307.69
KVVU	16%	\$84,923.08
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$26,538.46

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	11/02/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	11/02/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	2		\$1,200.00		0.00						
E 2	KSNV	10/29/12	11/02/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$2,000.00	1	0.00	NM	2	\$4,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	2		\$2,000.00		0.00						
E 3	KSNV	11/05/12	11/05/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00						
E 4	KSNV	10/29/12	11/02/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	6	\$3,800.00	1	0.00	NM	6	\$22,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	6		\$3,800.00		0.00						
E 5	KSNV	11/05/12	11/05/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$3,800.00		0.00						
E 6	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,000.00		0.00						
E 7	KSNV	11/03/12	11/03/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$2,000.00		0.00						
E 8	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,000.00		0.00						
E 9	KSNV	10/28/12	11/01/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/28/12	11/03/12	MTWT--S	2		\$400.00		0.00						
E 10	KSNV	10/29/12	11/02/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	3		\$1,000.00		0.00						
E 11	KSNV	11/05/12	11/05/12	Rachael Ray Rachael Ray	CM	11am-12pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
E 12	KSNV	10/29/12	11/02/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	2		\$1,000.00		0.00						
E 13	KSNV	11/05/12	11/05/12		CM	12-1230pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Noon News											
				Noon News											
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$1,000.00			0.00			
E 14	KSNV	10/29/12	11/02/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
				The Agenda 1230pm											
				NEWS 4: THE AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		2			\$650.00			0.00			
E 15	KSNV	10/29/12	11/02/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$650.00	1	0.00	NM	3	\$1,950.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		3			\$650.00			0.00			
E 16	KSNV	11/05/12	11/05/12	The Doctors	CM	2pm-3pm	M-----	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$650.00			0.00			
E 17	KSNV	10/29/12	11/02/12	Dr. Phil	CM	3-4p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		3			\$1,200.00			0.00			
E 18	KSNV	10/29/12	11/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		2			\$1,800.00			0.00			
E 19	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$1,800.00			0.00			
E 20	KSNV	10/29/12	11/02/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	3	\$1,800.00	1	0.00	NM	3	\$5,400.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		3			\$1,800.00			0.00			
E 21	KSNV	10/29/12	11/02/12	M-F Early News	CM	5-630p	MTWTF--	:30	4	\$3,600.00	1	0.00	NM	4	\$14,400.00
				M-F Early News											
				EARLY NEWS no 6PM NWS on 10/3, 10/11,50/16,10/22											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--		4			\$3,600.00			0.00			
E 22	KSNV	11/05/12	11/05/12	M-F Early News	CM	5-630p	M-----	:30	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
				M-F Early News											
				EARLY NEWS no 6PM NWS on 10/3, 10/11,50/16,10/22											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$3,600.00			0.00			
E 23	KSNV	11/03/12	11/03/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$1,350.00	1	0.00	NM	1	\$1,350.00
				Sa-Su Early News											
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$1,350.00			0.00			
E 24	KSNV	11/05/12	11/05/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00
				Monday Prime 8-10pm											
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1			\$8,000.00			0.00			
E 25	KSNV	11/02/12	11/02/12		CM	9-10pm	----F--	:30	1	\$5,500.00	1	0.00	NM	1	\$5,500.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Fri PR 9-10p Friday Prime 9-10pm GRIMM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ----F-- 1 \$5,500.00 0.00															
E 26	KSNV	10/28/12	10/28/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p /	SUN-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
Jeopardy <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$2,400.00 0.00															
E 27	KSNV	10/29/12	11/02/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$2,800.00	1	0.00	NM	2	\$5,600.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 2 \$2,800.00 0.00															
E 28	KSNV	11/05/12	11/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$2,800.00 0.00															
E 29	KSNV	11/03/12	11/03/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$2,800.00 0.00															
E 30	KSNV	10/29/12	11/02/12	The Tonight Show Tonight Show	CM	1135p-1236a	MTWTF--	:30	4	\$2,000.00	1	0.00	NM	4	\$8,000.00
TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 4 \$2,000.00 0.00															
E 31	KSNV	10/29/12	11/02/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MTWTF--	:30	4	\$3,400.00	1	0.00	NM	4	\$13,600.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 MTWTF-- 4 \$3,400.00 0.00															
E 32	KSNV	11/05/12	11/05/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M-----	:30	1	\$3,400.00	1	0.00	NM	1	\$3,400.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$3,400.00 0.00															
E 33	KSNV	11/03/12	11/03/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$1,050.00	1	0.00	NM	1	\$1,050.00
JEOPARDY/ Wheel of Fortune <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$1,050.00 0.00															
E 34	KSNV	11/04/12	11/04/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP EARLY W/THE WAGNERS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S 1 \$400.00 0.00															
													Totals	63	\$138,000.00